

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:5563
ANSWERED ON:10.05.2012
ADVERTISEMENT POLICY
Chanabasappa Shri Udasi Shivkumar

Will the Minister of RAILWAYS be pleased to state:

- (a) the policy in place for making railway advertisements through print and electronic media;
- (b) the total expenditure incurred by the Railways on displaying advertisements during the past three years, year-wise;
- (c) whether the policy governing issue of advertisements has been reviewed in the recent past or is proposed to be reviewed; and
- (d) if so, the details thereof ?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI K.H.MUNIYAPPA)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED IN REPLY TO PARTS (a) TO (d) OF UNSTARRED QUESTION NO.5563 BY SHRI SHIVKUMAR UDASI TO BE ANSWERED IN LOK SABHA ON 10.05.2012 REGARDING ADVERTISEMENT POLICY.

(a) Railways follow the advertising policy framed by the Directorate of Advertising and Visual Publicity (DAVP) under the Ministry of Information & Broadcasting in respect of selection of media and advertising rates for both print and electronic media. Depending upon the requirements of dissemination of information and the availability of funds, Railways release their advertisements.

(b) The amount spent on print media by the Railways during the last three years (2008-09, 2009-10 and 2010-11) had been approximately Rs.208.90 crore, Rs.158.31 crore and Rs.168.47 crore, respectively. The amount spent on electronic media during the same period had been approximately Rs.67.48 lakh, 3.65 crore and Rs.4.29 crore respectively.

(c) & (d): The advertising policy is under the purview of DAVP under Ministry of Information & Broadcasting.